

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE, 1985

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.2	13.1	12.3	11.8		11.4	12.2	12.5	11.5	12.2	12.0	11.5	12.0
NO. OF PROGRAMS†	9	14	25	4	IFR	6	26	34	27	40	67	14	81

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	7.5 6	10.5 3	4.9 9	6.5 13	5.5 11	4.1 6	4.9 16	6.7 11	5.9 27	4.3 30	5.6 5	4.7 9	5.1 14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 23, 1985

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	20.8	17,660	9	BILL COSBY SHOW-SUN(S)	16.4	13,920
2	FAMILY TIES	18.9	16,050	10	TRAPPER JOHN, M.D.	16.3	13,840
3	A TEAM	17.7	15,030	11	FACTS OF LIFE	15.8	13,410
4	NEWHART	17.2	14,600	11	REMINGTON STEELE	15.8	13,410
5	RIPTIDE	17.0	14,430	11	20/20	15.8	13,410
6	KATE & ALLIE	16.9	14,350	14	MIAMI VICE	15.7	13,330
7	CHEERS	16.8	14,260	15	HIGHWAY TO HEAVEN	15.4	13,070
8	NIGHT COURT#	16.7	14,180	16	CRAZY LIKE A FOX	15.2	12,900

WED.	9.58P	1 ABC N					B	20.6	32	1749	BILL COSBY SHOW-SUN(S)		200	99		A	16.4	32	1392			
ABC NEWSBRIEF-THU			36	181	189	95	96	A	11.3	19	959	1 SUN.	8.00P	30 NBC CS								
THU.	9.58P	1 ABC N						B	11.9	18	1010	CAGNEY & LACEY		29	192	206	96	99	A	15.1	25	1282
ABC NEWSBRIEF-FRI			36	191	186	97	94	A	8.9	16	756	MON.	10.00P	60 CBS OP					B	16.4	27	1392
FRI.	9.58P	1 ABC N						B	10.8	18	917	CBS EVENING NEWS-RATHER		185	207	205	99	99	A	11.7	25	993
ABC NEWSBRIEF-SAT.			36	195	186	98	95	A	9.5	18	807	M-F	6.30P	30 CBS N					B	13.0	24	1104
SAT.	9.58P	1 ABC N						B	13.8	24	1172	CBS EVENING NEWS-SUNDAY		25	185	184	91	90	A	7.7	19	654
ABC NEWSBRIEF-SUN.			36	191	194	95	98	A	9.1	16	773	SUN.	6.00P	30 CBS N					B	8.4	16	713
1 SUN.	10.01P	1 ABC N						B	15.8	25	1341	CBS NEWS SPECIAL REPORT(S)							A	10.2	18	866
2 SUN.	9.55P	1										2 TUE.	8.36P	24 CBS N								
ABC SPORTS UPDATE-SAT			35	200	197	97	96	A	9.2	19	781	CBS REPORTS(S)							A	10.8	20	917
SAT.	8.58P	1 ABC SN						B	12.6	22	1070	2 WED.	10.00P	60 CBS DN								
ABC SPORTS UPDATE-SUN			34	200	203	96	98	A	8.3	16	705	CBS SAT. NEWS-SCHIEFFER		30	178	178	91	91	A	8.4	21	713
1 SUN.	9.13P	1 ABC SN						B	15.3	23	1299	SAT.	6.30P	30 CBS N					B	8.7	18	739
2 SUN.	8.58P	1										CBS SPECIAL MOVIE PRSNT(S)			199		97		A	13.0	24	1104
ABC SUNDAY NIGHT MOVIE			32	204	207	97	99	A	9.4	18	798	1 FRI.	9.00P	120 CBS FF								
SUN.	8.00P	180 ABC FF						B	16.3	26	1384	CBS TUESDAY NIGHT MOVIES		26	203	192	99	95	A	12.1	20	1027
ABC THURSDAY NIGHT MOVIE			3	196	203	98	99	A	8.6	15	730	TUE.	9.00P	120 CBS FF					B	15.2	24	1290
THU.	8.00P	120 ABC FF						B	8.9	16	756	CBS WEDNESDAY NIGHT MOVIE		32	195	195	96	98	A	11.7	21	993
ABC WORLD NEWS TONIGHT			180	205	205	99	99	A	9.8	21	832	1 WED.	9.00P	120 CBS FF					B	11.9	19	1010
M-F	6.30P	30 ABC N						B	10.7	20	908	2 WED.	8.00P	120								
ABC WRLD NEWS TONIGHT-SAT			23		196		97	A	8.1	20	688	CHEERS		34	207	205	99	99	A	16.8	29	1426
2 SAT.	6.30P	30 ABC N						B	8.5	18	722	THU.	9.00P	30 NBC CS					B	19.2	29	1630
ABC WRLD NEWS TONIGHT-SUN			30		163		85	A	6.2	15	526	COMEDY FACTORY		1		198		98	A	8.7	18	739
2 SUN.	6.30P	30 ABC N						B	7.7	15	654	2 FRI.	8.30P	30 ABC CS					B	8.7	18	739

THU. 8.30P 30 NBC CS	200	99	A	21.6	33	1834	FRI. 10.00P 60 NBC OP	2	177	189	93	97	B	14.8	25	1257			
FATHERS AND SONS(S)			A	14.4	27	1223	M.NESMITH IN TV PARTS						A	6.0	13	509			
1 SUN. 8.30P 30 NBC CS							FRI. 8.00P 30 NBC CV						B	6.0	13	509			
FINDER OF LOST LOVES	29	207	198	99	97	A	11.7	23	993	MIKE HAMMER	8	205	202	99	98	A	11.2	22	951
SAT. 10.00P 60 ABC GD			B	13.3	24	1129	SAT. 10.00P 60 CBS PD	31	203	207	98	99	B	10.4	20	883			
FOUL UPS, Bleeps-Blunders	6	188	96			A	10.0	17	849	MURDER, SHE WROTE						A	13.7	27	1163
1 TUE. 8.30P 30 ABC U			B	11.4	19	968	SUN. 8.00P 60 CBS SM						B	18.9	29	1605			
GIMME A BREAK	27	193	191	98	96	A	11.8	24	1002	NBC MONDAY NIGHT MOVIES	31	173	193	89	96	A	14.5	24	1231
SAT. 9.00P 30 NBC CS			B	13.4	23	1138	MON. 9.00P 120 NBC FF	177	148	148	76	77	B	18.1	28	1537			
HAIL TO THE CHIEF	1		202	99		A	10.6	17	900	NBC NEWS DIGEST-M-F						A	10.4	18	883
2 TUE. 9.30P 30 ABC CS			B	10.6	17	900	1 M-F 8.58P 1 NBC N						B	12.4	19	1053			
HIGHWAY TO HEAVEN	34	200	202	96	99	A	15.4	28	1307	2 MWTHF 8.58P 1									
WED. 8.00P 60 NBC GD	35	209	209	99	99	B	17.5	28	1486	2 TUE. 9.28P 1									
HILL STREET BLUES						A	13.5	23	1146	NBC NEWS DIGEST-2-M-F	82	154	166	81	85	A	11.2	18	951
THU. 10.00P 60 NBC OP			B	16.1	27	1367	1 MON. 9.59P 1 NBC N						B	11.7	18	993			
HOTEL	33	203	203	99	98	A	12.4	22	1053	1 W & F 9.58P 1									
WED. 10.00P 60 ABC GD	12		197	96		B	18.9	32	1605	2 TUE. 10.27P 2									
HUNTER						A	12.5	24	1061	2 THU. 9.58P 1									
2 SAT. 10.00P 60 NBC OP						B	11.9	22	1010	NBC NEWS DIGEST-SAT	36	153	150	77	79	A	8.2	17	696
IT'S YOUR MOVE	4	197	198	98	98	A	10.1	21	857	SAT. 8.58P 1 NBC N						B	10.1	18	857
SAT. 8.30P 30 NBC CS						B	10.1	21	857	NBC NEWS DIGEST-2-SAT.	18		159		85	A	8.5	16	722
JEFFERSONS	4	192	94			A	8.0	13	679	2 SAT. 9.58P 1 NBC N	35	156	153	81	80	B	8.5	15	722
1 TUE. 8.30P 30 CBS CS						B	7.9	13	671	NBC NEWS DIGEST-SUN						A	10.0	19	849
KATE & ALLIE	28	190	203	95	99	A	16.9	28	1435	SUN. 8.58P 1 NBC N						B	12.3	18	1044
MON. 9.00P 30 CBS CS						B	18.0	27	1528	NBC NEWS DIGEST-2-SUN.	17	171		83		A	10.1	18	857
										1 SUN. 9.54P 1 NBC N						B	13.7	21	1163

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1985 REPORT

PROGRAM NAME							T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME							T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
EVENING CONT'D																																	
NBC NIGHTLY NEWS-SAT.							31	177		91	A	5.7	14	484	SILVER SPOONS							3	188		95	A	7.2	16	611				
2 SAT. 6.40P 20 NBC N										B	8.0	16	679	2 SUN. 7.30P 30 NBC CS										B	8.0	16	679						
NBC NIGHTLY NEWS-SUN							26	164	165	90 90	A	7.5	18	637	SIMON & SIMON							32	205	202	97 99	A	14.1	24	1197				
SUN. 6.30P 30 NBC N										B	7.6	15	645	1 THU. 9.00P 120 CBS PD										B	20.5	32	1740						
NBC NIGHTLY NEWS							178	202	201	99 98	A	9.9	21	841	2 THU. 9.00P 60										A	14.2	31	1206					
M-F 6.30P 30 NBC N										B	11.0	20	934	60 MINUTES							38	209	209	99 99	B	20.8	34	1766					
NBC SUNDAY NIGHT MOVIE							31	200	200	98 98	A	13.0	24	1104	SUN. 7.00P 60 CBS DN										A	12.2	23	1036					
SUN. 9.00P 120 NBC FF										B	16.3	26	1384	SPECIAL MOVIE PRESNT.-CBS(S)							201		97	A									
NBC WHITE PAPER(S)								201		98	A	5.8	11	492	2 FRI. 9.00P 120 CBS FF										A	7.6	15	645					
1 SAT. 10.00P 60 NBC DN															SPENCER							2	177	188	93 97	B	7.6	15	645				
FRI. 8.30P 30 NBC CS															FRI. 8.30P 30 NBC CS																		
NEWHART							27	191	206	95 99	A	17.2	28	1460	SPORTSBREAK-SAT							38	194	199	92 95	A	7.9	17	671				
MON. 9.30P 30 CBS CS										B	18.2	27	1545	SAT. 8.58P 1 CBS SN										B	11.0	19	934						
NEWSBREAK-M-F							181	174	174	84 84	A	11.2	19	951	SPORTSBREAK-SUN							38	198	202	94 96	A	13.1	25	1112				
1 MON. 9.58P 1 CBS N										B	14.0	22	1189	SUN. 8.58P 1 CBS SN										B	17.6	26	1494						
1 TUE. 9.54P 1															T.J. HOOKER							31	200	201	97 97	A	10.0	22	849				
1 WED. 9.55P 1															SAT. 8.00P 60 ABC OP										B	12.9	23	1095					
1 THU. 10.04P 2															TV BLOOPERS & PRAC. JOKES							30	202	203	98 95	A	13.2	24	1121				
1 FRI. 9.53P 1															MON. 8.00P 60 NBC CV										B	16.6	25	1409					
2 MTH 9.58P 1															THREE'S A CROWD							29	193		96	A	11.6	20	985				
2 TUE. 9.56P 1																																	

2 FRI.	9.59P	1																	1 TUE.	8.00P	30	ABC	CS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKDAY DAYTIME CONT'D																													
SANTA BARBARA-CONT'D																													
2	MTWTF	3.00P	60																										
2	THU.	3.00P	42																										
		& 3.53P	7																										
SCRABBLE					176	200	200	96	96	A	5.2	20	441																
M-F										B	5.6	22	475																
SEARCH FOR TOMORROW					178	151	151	76	76	A	3.3	12	280																
1	M-TH	12.30P	30		NBC DD					B	3.2	12	272																
1	FRI.	12.36P	24																										
2	M-F	12.30P	30																										
SUPER PASSWORD					177	147	144	71	68	A	3.9	14	331																
1	M-TH	12.00N	30		NBC QG					B	3.4	13	289																
1	FRI.	12.00N	28																										
2	M-F	12.00N	30																										
TODAY SHOW-7.30AM					180	203	203	99	99	A	4.6	24	391																
M-F										B	4.6	22	391																
TODAY SHOW-8.30AM					179	203	203	99	99	A	4.9	21	416																
M-F										B	4.9	21	416																
\$25,000 PYRAMID					182	177	176	88	88	A	5.2	20	441																
M-F										B	5.2	21	441																
														BISKITTS															
														SAT. 8.00A 30 CBS CA															
														191	193	93	94	A	1.8	15	153								
																		B	2.4	16	204								
														BUGS BUNNY/ROAD RUNNER 1															
														SAT. 10.00A 30 CBS CA															
														203	203	99	99	A	5.2	20	441								
																		B	5.5	19	467								
														BUGS BUNNY/ROAD RUNNER 2															
														SAT. 10.30A 30 CBS CA															
														202	201	99	99	A	5.8	22	492								
																		B	5.9	20	501								
														BUGS BUNNY/ROAD RUNNER 3															
														SAT. 12.00N 30 CBS CA															
														172	175	86	87	A	3.7	14	314								
																		B	3.0	11	255								
														CBS SPORTS INSIDE OUT(S)															
														1 SUN. 5.30P 30 CBS SC															
														197		97		A	4.3	12	365								
														CBS STORYBREAK															
														SAT. 11.00A 30 CBS CL															
														199	200	98	98	A	5.0	20	425								
																		B	4.7	18	399								
														DETROIT GRAND PRIX(S)															
														2 SUN. 1.00P 150 CBS SE															
															199		98	A	3.1	11	263								
														DUNGEONS AND DRAGONS															
														SAT. 9.30A 30 CBS CA															
														204	204	99	99	A	5.3	23	450								
																		B	5.6	21	475								
														FACE THE NATION															
														SUN. 10.30A 30 CBS CC															
														165	166	90	91	A	3.4	13	289								
																		B	3.0	10	255								
														FATHER,SONS & DAUGHTERS(S)															
														193		96		A	3.8	10	323								

[illegible]





## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1985 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK 1 WK 2										WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. SHARE (0,000)										AVG. AUD. SHARE (0,000)									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WEEKEND DAYTIME CONT'D																			
U.S. OPEN GOLF-SAT.(S)																			
1 SAT. 2.00P 270 ABC SE																			
U.S. OPEN GOLF-SUN.(S)																			
1 SUN. 2.00P 274 ABC SE																			
WIMBLEDON TENNIS PREVIEW(S)																			
2 SUN. 1.00P 60 NBC SA																			

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
		16,470 19.4 ABC MONDAY NIGHT BASEBALL TORONTO VS N.Y. YANKEES CHICAGO CUBS VS MONTREAL MULTI-SEGMENT TELECAST(SD)(-OP) (1) (SUS) (OP)															
		7,390 8.7 15 7.4 7.3* 14* 7.3 7.6 7.7* 14* 7.7 8.5 8.6 9.1 9.4 9.9 10.1 9.6															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
		16,470 19.4 SCARECROW & MRS. KING (R)(SUS-SD) KATE & ALLIE (R) NEWHART (R)(SD) CAGNEY & LACEY (R)															
		11,720 13.8 25 12.5 12.7* 24* 13.0 14.2 14.8* 26* 15.5 14.4 24 14.2 14.6 13.9 14.9 14.1 13.8 13.8 13.9															
1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
		16,640 19.6 TV BLOOPERS & PRAC. JOKES (R)(SD) NBC MONDAY NIGHT MOVIES SUMMER FANTASY (R)(SD)															
		11,630 13.7 25 12.4 13.3* 25* 14.1 13.8 14.1* 25* 14.3 14.5 24 12.1 12.4* 20* 12.8 14.6 15.1 15.5 15.5 15.5 15.1															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
		18,250 21.5 ABC MONDAY NIGHT BASEBALL CHICAGO CUBS VS N.Y. METS SAN DIEGO VS LOS ANGELES MULTI-SEGMENT TELECAST(SD)(-OP)															
		9,000 10.6 18 9.5 9.3* 17* 9.1 9.4 9.7* 18* 10.0 10.8 11.0 11.0 11.9 12.1 11.6 11.2 9.0															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
		17,230 20.3 SCARECROW & MRS. KING (R)(SD) KATE & ALLIE (R) NEWHART (R)(SD) CAGNEY & LACEY (R)															
		13,160 15.5 28 14.0 14.8* 27* 15.6 16.1 16.2* 29* 16.3 16.470 19.4 32 18.0 16,900 19.9 32 20.1 19.8 16.3 16.0 16.2 16.5															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
		15,280 18.0 TV BLOOPERS & PRAC. JOKES (R)(SD) NBC MONDAY NIGHT MOVIES REMEMBRANCE OF LOVE (R)															
		10,700 12.6 23 11.4 11.9* 22* 12.5 12.8 13.3* 24* 13.9 12,310 14.5 24 13.2 12.9* 22* 12.7 14.0 14.7 15.4 15.4 15.3 14.9															

TV HOUSEHOLDS USING TV	WK. 1	49.5	49.6	49.8	51.2	52.3	54.2	54.9	57.8	60.2	62.1	62.5	63.4	62.7	61.7	60.3	57.4
(See Def. 1)	WK. 2	50.9	52.2	52.9	53.6	53.7	54.9	54.9	56.5	58.7	60.7	61.2	61.8	60.4	60.1	58.7	56.7

U.S. TV Households: 84,900,000

(1) ABC MON. NIGHT BSBL.-FILL, ABC, (10:45-11:00PM)

For explanation of symbols, See page A.

EVE. MON. JUNE 17, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 11, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	52.2	53.0	54.1	55.2	56.5	58.6	59.5	60.9	61.2	62.3	63.0	63.0	61.3	60.5	59.5	57.7
(See Def. 1)	49.7	49.9	50.4	52.7	53.7	56.0	57.8	58.0	59.8	61.6	62.5	63.2	61.8	61.0	58.8	57.6		

U.S. TV Households: 84,900,000

(1) ANALYSIS-PETER JENNINGS, ABC, (8:39-9:00PM)

(2) CBS NEWS SPECIAL REPORT, CBS, (8:36-9:00PM)(S)

(3) NBC CONF. ANALYSIS, NBC, (8:36-8:46PM)

For explanation of symbols, See page A.

EVE.TUE. JUNE 18, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,700 12.6				10,440 12.3				13,670 16.1		
	ABC TV								FALL GUY (R)(SD)			DYNASTY (R)(SD)				HOTEL (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,220 8.5				7,470 8.8				10,270 12.1		
	SHARE OF AUDIENCE %	{					15	8.0*		9.1*	15	8.1*		9.6*	21	11.7*	12.5*
	AVG. AUD. BY ¼ HR.	%					7.8	8.1	9.0	9.3	7.7	8.6	9.3	9.8	11.3	12.0	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,900 15.2				19,530 23.0						
	CBS TV								KRAFT-SALUTE-FORD THEATRE (SUS-SD)						CBS WEDNESDAY NIGHT MOVIE LAST OF THE GREAT SURVIVORS (R)(SD)		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,680 11.4	11.2*		11,210 13.2	12.2*				14.1*		13.6*
	SHARE OF AUDIENCE %	{					20	21*		22	20*				24*		25*
	AVG. AUD. BY ¼ HR.	%					11.0	11.3	11.4	11.7	12.4	12.1	12.7	13.5	14.2	14.0	13.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,570 20.7				15,280 18.0		13,750 16.2		13,070 15.4		
	NBC TV								HIGHWAY TO HEAVEN (R)(SD)		FACTS OF LIFE (R)		DOUBLE TROUBLE (R)(SD)			ST. ELSEWHERE (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,500 15.9	15.1*		12,900 15.2		11,800 13.9		9,850 11.6	11.8*		11.5*
	SHARE OF AUDIENCE %	{					28	28*		25		23		20	20*		21*
	AVG. AUD. BY ¼ HR.	%					14.3	15.8	16.7	17.0	14.8	15.6	13.8	14.0	11.8	11.7	11.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,780 12.7				10,190 12.0				14,180 16.7		
	ABC TV								FALL GUY (R)(SD)			DYNASTY (R)(SD)				HOTEL (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,900 9.3	8.7*		6,450 7.6	7.3*		8.0*	10,700 12.6	11.9*		13.3*
	SHARE OF AUDIENCE %	{					18	17*		13	13*		14*	23	21*		25*
	AVG. AUD. BY ¼ HR.	%					8.4	9.0	9.9	7.4	7.2	7.6	8.4	11.1	12.6	13.3	13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,640 19.6							13,500 15.9			
	CBS TV									CBS WEDNESDAY NIGHT MOVIE CALAMITY JANE (R)(SUS-SD)(SD)					CBS REPORTS SPECIAL TERRORISM: WAR IN THE SHADOWS		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,570 10.1	8.9*		8,870 10.8	11.0*		11.7*	9,170 10.8	10.7*		11.0*
	SHARE OF AUDIENCE %	{					18	17*		16*	19*		20*	20	19*		20*
	AVG. AUD. BY ¼ HR.	%					9.2	8.6	8.7	8.8	10.7	11.3	11.7	11.8	10.3	10.7	11.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,730 19.7				15,960 18.8		15,200 17.9		16,050 18.9		
	NBC TV								HIGHWAY TO HEAVEN (R)(SD)		FACTS OF LIFE (R)		DOUBLE TROUBLE (R)			ST. ELSEWHERE (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,570 14.8	13.8*		13,920 16.4		13,160 15.5		11,630 13.7	13.6*		13.8*
	SHARE OF AUDIENCE %	{					28	27*		29		27		25	24*		26*
	AVG. AUD. BY ¼ HR.	%					13.1	14.5	15.3	16.1	15.9	16.9	15.4	15.5	13.8	13.5	14.1

TV HOUSEHOLDS USING TV	WK. 1	49.3	50.1	52.0	54.0	53.4	55.7	57.6	59.8	59.6	61.1	60.7	60.7	59.4	58.2	56.1	54.7
(See Def. 1)	WK. 2	48.6	49.0	49.9	50.5	50.7	51.7	53.7	55.3	56.0	57.8	58.0	58.6	57.1	56.4	54.4	53.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. JUNE 19, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JUNE 13, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,770 17.4																17,570 20.7															
	ABC TV	ABC THURSDAY NIGHT MOVIE SHOOTING STARS (R)(SD)																20/20															
	AVERAGE AUDIENCE (Households (000) & %)	6,960 8.2				6.3* 12 *				7.2* 13 *				9.3* 16 *				10.2* 17 *				13,160 15.5				15.4* 26 *				15.6* 27 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 6.5				12 *				13 *				16 *				17 *				27				26 *				27 *			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,580 16.0																19,610 23.1															
	CBS TV	MAGNUM, P.I. (R)(SD)																SIMON & SIMON (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	9,080 10.7				9.8* 18 *				11.5* 21 *				11,720 13.8				13.5* 23 *				14.1* 23 *				13.9* 23 *				13.8* 24 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 9.6				18 *				21 *				23				23 *				23 *				23 *				24 *			
E E K 3	TOTAL AUDIENCE (Households (000) & %)	20,970 24.7				18,000 21.2				15,960 18.8				16,050 18.9				14,940 17.6															
	NBC TV	BILL COSBY SHOW (R)				FAMILY TIES (R)(SD)				CHEERS (R)				NIGHT COURT (R)				HILL STREET BLUES (R)															
	AVERAGE AUDIENCE (Households (000) & %)	18,250 21.5				15,790 18.6				14,180 16.7				14,180 16.7				10,780 12.7				12.4* 21 *				13.1* 23 *							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	40 20.4				33 18.6				28 16.8				27 16.9				22 12.4				21 *				23 *							

W	TOTAL AUDIENCE (Households (000) & %)	14,600 17.2				ABC THURSDAY NIGHT MOVIE GRACE KELLY (R)(SD)				17,740 20.9			
	ABC TV												
	AVERAGE AUDIENCE (Households (000) & %)	7,560 8.9				8.0* 15 *				13,670 16.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 8.5				14 * 7.9				18 * 11.6			
E	TOTAL AUDIENCE (Households (000) & %)	12,400 14.6				17,230 20.3				12,650 14.9			
	CBS TV												
	AVERAGE AUDIENCE (Households (000) & %)	8,740 10.3				12,570 14.8				8,660 10.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 9.0				25 12.6				27 * 17.0			
K	TOTAL AUDIENCE (Households (000) & %)	19,190 22.6				17,830 21.0				16,050 18.9			
	NBC TV												
	AVERAGE AUDIENCE (Households (000) & %)	17,060 20.1				16,220 19.1				11,970 14.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	39 18.9				35 18.9				24 14.4			
2	TOTAL AUDIENCE (Households (000) & %)	14,600 17.2				17,740 20.9				12,400 14.6			
	ABC TV												
	AVERAGE AUDIENCE (Households (000) & %)	7,560 8.9				8.0* 15 *				13,670 16.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 8.5				14 * 7.9				18 * 11.6			
E	TOTAL AUDIENCE (Households (000) & %)	12,400 14.6				17,230 20.3				12,650 14.9			
	CBS TV												
	AVERAGE AUDIENCE (Households (000) & %)	8,740 10.3				12,570 14.8				8,660 10.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 9.0				25 12.6				27 * 17.0			
K	TOTAL AUDIENCE (Households (000) & %)	19,190 22.6				17,830 21.0				16,050 18.9			
	NBC TV												
	AVERAGE AUDIENCE (Households (000) & %)	17,060 20.1				16,220 19.1				11,970 14.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	39 18.9				35 18.9				24 14.4			
2	TOTAL AUDIENCE (Households (000) & %)	14,600 17.2				17,740 20.9				12,400 14.6			
	ABC TV												
	AVERAGE AUDIENCE (Households (000) & %)	7,560 8.9				8.0* 15 *				13,670 16.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 8.5				14 * 7.9				18 * 11.6			

TV HOUSEHOLDS USING TV	WK. 1	48.1	49.0	50.0	51.8	52.9	55.3	55.1	56.8	58.4	60.0	60.8	61.0	59.9	58.9	58.2	56.0
(See Def. 1)	WK. 2	49.2	50.1	49.8	50.6	50.8	52.5	53.0	54.9	56.4	58.3	59.8	60.3	58.9	57.7	56.0	54.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. JUNE 20, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,500 15.9		9,850 11.6		9,850 11.6		9,170 10.8		9,510 11.2			
	ABC TV					WEBSTER (R)		RIPLY'S BELIEVE IT-NT SP (R)		BENSON (9:00-9:15PM) (9:21-9:30PM) (R)		PEOPLE DO- CRAZIEST THINGS (SD)		MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,210 13.2		8,320 9.8		8,410 9.9		7,640 9.0		7,300 8.6	8.2*		9.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 12.3	14.1	20 9.9	9.7	19 9.7	10.1	16 8.7	9.3	15 7.9	15 *	8.8	16 *
K 2	TOTAL AUDIENCE (Households (000) & %)					10,190 12.0				18,080 21.3							
	CBS TV							DUKES OF HAZZARD (R)(SUS-SD)						CBS SPECIAL MOVIE PRSNT INCIDENT AT CRESTRIDGE (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					7,130 8.4	7.5*		9.3*	11,040 13.0	11.4*		13.0*		13.3*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 7.5	16 *	9.0	19 *	24 11.0	21 *		24 *		24 *	13.7	25 *
1	TOTAL AUDIENCE (Households (000) & %)					6,880 8.1		8,910 10.5		11,720 13.8				17,060 20.1			
	NBC TV					M. NESMITH IN TV PARTS		SPENCER (R)(SD)				V (R)(SD)			MIAMI VICE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					5,430 6.4		7,300 8.6		7,640 9.0	8.1*		9.9*	13,070 15.4	14.6*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 6.9	6.0	17 8.1	9.1	17 7.9	15 *	8.3	18 *	27 14.2	26 *	16.0	29 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,360 12.2		9,170 10.8		10,870 12.8		10,700 12.6		9,340 11.0			
	ABC TV					WEBSTER (R)(SD)		COMEDY FACTORY		BENSON (R)		PEOPLE DO- CRAZIEST THINGS (SD)		MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,660 10.2		7,390 8.7		8,910 10.5		8,740 10.3		7,130 8.4	8.1*		8.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.7	10.6	18 9.2	8.3	20 10.0	11.0	19 9.9	10.7	15 8.1	15 *	8.6	16 *
2	TOTAL AUDIENCE (Households (000) & %)					13,670 16.1				17,570 20.7							
	CBS TV							AMERICA'S JR MISS PAGEANT (SUS-SD)						SPECIAL MOVIE PRESENT.-CBS AN INNOCENT LOVE (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					9,170 10.8	10.2*		11.4*	10,360 12.2	11.0*		12.4*		12.6*		12.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 10.1	22 *	11.0	23 *	23 11.0	21 *		23 *		23 *	12.8	24 *
2	TOTAL AUDIENCE (Households (000) & %)					6,620 7.8		7,390 8.7		11,630 13.7				17,230 20.3			
	NBC TV					M. NESMITH IN TV PARTS		SPENCER (R)(SD)				V (R)			MIAMI VICE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					4,670 5.5		5,600 6.6		7,810 9.2	8.3*		10.2*	13,580 16.0	15.5*		16.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 6.0	5.0	13 6.0	7.2	17 7.9	16 *	8.7	19 *	30 15.0	29 *	16.6	30 *

TV HOUSEHOLDS USING TV	WK. 1	44.3	44.5	44.7	46.4	46.3	47.8	48.6	51.2	52.7	54.2	54.6	55.8	56.3	56.7	56.5	56.0
(See Def. 1)	WK. 2	45.0	45.9	46.1	46.0	46.3	47.3	48.7	50.2	51.4	52.4	52.9	54.0	54.2	54.4	54.6	53.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. JUNE 21, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,210 13.2			11,890 14.0			13,750 16.2			
	ABC TV								T.J. HOOKER (R)(SD)			LOVE BOAT (R)(SD)			FINDER OF LOST LOVES (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,570 10.1	9.4*		10.8*	8,570 10.1	9.6*		10.6*	10,440 12.3	11.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.0	21* 9.9		22* 10.9	20 9.3	19* 9.8		21* 10.4	24 11.4	23* 12.2
1	TOTAL AUDIENCE (Households (000) & %)						9,590 11.3			12,740 15.0			15,450 18.2			
	CBS TV								COVER-UP (R)(SD)			AIRWOLF (R)(SD)			MIKE HAMMER (R)	
	AVERAGE AUDIENCE (Households (000) & %)						6,370 7.5	7.2*		7.9*	9,170 10.8	10.3*		11.4*	11,800 13.9	13.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 7.2	16* 7.2		16* 7.6	21 10.3	20* 10.3		22* 11.3	27 12.4	26* 13.7
1	TOTAL AUDIENCE (Households (000) & %)						10,020 11.8			11,380 13.4			12,820 15.1			8,740 10.3
	NBC TV								DIFF'RENT STROKES-SAT. (R)	IT'S YOUR MOVE (R)(SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)		NBC WHITE PAPER
	AVERAGE AUDIENCE (Households (000) & %)						8,410 9.9			9,340 11.0		10,870 12.8		9,930 11.7	4,920 5.8	6.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22* 8.8			23 10.4		25 12.6		23 11.4	11 7.4	13* 5.8

W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,380 13.4			10,780 12.7			12,400 14.6			
	ABC TV								T.J. HOOKER (R)(SD)			LOVE BOAT (R)(SD)			FINDER OF LOST LOVES (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,320 9.8	9.4*		10.3*	7,810 9.2	8.7*		9.8*	9,340 11.0	11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.3	22* 9.5		22* 10.0	18 8.3	18* 9.0		19* 9.7	21 11.0	21* 11.1
2	TOTAL AUDIENCE (Households (000) & %)						8,910 10.5			11,550 13.6			9,680 11.4			
	CBS TV								COVER-UP (R)(SD)			AIRWOLF (R)(SD)			MIKE HAMMER (R)	
	AVERAGE AUDIENCE (Households (000) & %)						6,200 7.3	6.8*		7.8*	8,490 10.0	9.5*		10.4*	7,220 8.5	8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 6.6	16* 7.0		17* 7.7	20 9.3	20* 9.7		20* 10.4	16 8.2	16* 8.4
2	TOTAL AUDIENCE (Households (000) & %)						8,070 9.5			9,420 11.1			10,610 12.5			14,350 16.9
	NBC TV								DIFF'RENT STROKES-SAT. (R)	IT'S YOUR MOVE (R)(SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)(SD)		HUNTER (R)
	AVERAGE AUDIENCE (Households (000) & %)						6,960 8.2			7,810 9.2		9,080 10.7		10,100 11.9	10,610 12.5	12.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 7.6			20 8.7		22 10.0		23 11.4	24 12.0	23* 12.2

TV HOUSEHOLDS USING TV	WK. 1	41.9	42.5	42.4	43.3	44.8	46.2	47.6	49.2	50.6	50.7	51.5	51.8	50.8	50.8	51.6	51.5
(See Def. 1)	WK. 2	40.5	41.5	41.3	41.9	41.3	43.7	45.7	46.5	47.5	49.8	51.5	52.9	52.3	52.1	51.4	51.4

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE GAME-2, CHICAGO WHITE SOX VS CALIFORNIA, DETROIT VS N.Y. YANKEES, NBC, MULTI-SEGMENT

For explanation of symbols, See page A.

EVE.SAT. JUNE 22, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,990 4.7													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,820 4.5													
	SHARE OF AUDIENCE %			11													
	AVG. AUD. BY ¼ HR.			4.5													
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)			8,740 10.3													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			4,840 5.7	6.6*		6.1*		4.9*								
	SHARE OF AUDIENCE %			19	18 *		19 *		19 *								
	AVG. AUD. BY ¼ HR.			7.4	6.5	6.3	5.9	5.4	4.3	4.1							

SATURDAY NIGHT  
(11:43-1:03AM)  
(SUSTAINING 1:03-1:13PM)  
(SUS-OP)

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,990 4.7													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,740 4.4													
	SHARE OF AUDIENCE %			12													
	AVG. AUD. BY ¼ HR.			4.4													
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)			10,530 12.4													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			5,600 6.6	7.7*		6.3*		5.2*								
	SHARE OF AUDIENCE %			20	21 *		20 *		20 *								
	AVG. AUD. BY ¼ HR.			7.9	7.5	6.8	5.9	5.2	4.9								

SATURDAY NIGHT  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:00AM)

TV HOUSEHOLDS USING TV	WK. 1	49.4	46.1	39.4	36.3	33.8	30.8	27.4	25.3	22.6	19.3	16.3	14.8	12.7	11.5	10.7	9.4
(See Def. 1)	WK. 2	48.0	44.7	38.1	35.8	32.4	29.8	26.7	24.3	21.4	18.9	16.3	14.6	12.4	10.8	10.1	8.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 22, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 16, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 13,070 15.4		{ 16,560 19.5												
	ABC TV	ABC NEWS SPECIAL		ABC SUNDAY NIGHT MOVIE F.I.S.T. (R)(SD)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,000 10.6		{ 7,050 8.3												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10.2*	11.1*	8.3	6.9*	7.7*	8.7*	8.7*	8.6	8.8	8.8	8.7	8.3	8.9	9.4	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 14,860 17.5		{ 14,940 17.6		{ 17,320 20.4		{ 18,680 22.0								
	CBS TV	60 MINUTES		MURDER, SHE WROTE (R)(SD)		CRAZY LIKE A FOX (R)(SD)		TRAPPER JOHN, M.D. (R)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,780 12.7		{ 10,780 12.7		{ 13,160 15.5		{ 14,180 16.7								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12.8*	12.6*	11.8*	11.8*	13.6*	14.5*	16.6*	15.4	16.4	16.8	15.4	16.3	17.1	18.1	18.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,640 9.0		{ 16,470 19.4		{ 13,840 16.3		{ 20,120 23.7								
	NBC TV	PUNKY BREWSTER (R)		DIFF'RENT STROKES-SUN. (R)		BILL COSBY SHOW-SUN (R)		FATHERS AND SONS (SD)		NBC SUNDAY NIGHT MOVIE A FATHER'S LOVE (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,280 7.4		{ 7,730 9.1		{ 13,920 16.4		{ 12,230 14.4								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16	19	32	17.4	27	14.5	24	13.3	13.2	13.3	13.8	13.2	13.2	12.7	12.7

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 9,590 11.3		{ 20,800 24.5															
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				ABC SUNDAY NIGHT MOVIE CLOSE ENCOUNTERS OF THE THIRD KIND (R)(SD)													
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,860 6.9		{ 8,830 10.4										{ 12.4* 22 *		{ 12.8* 23 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 6.1	6.4* 6.7	7.5* 7.9	16 * 8.6	8.5* 8.5	8.4* 8.7	16 * 8.2	9.5* 9.3	10.6* 10.3	19 * 11.0	12.7 12.1	12.9 12.7	23 * 12.7					
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 18,080 21.3		{ 16,390 19.3		{ 17,320 20.4		{ 16,640 19.6											
	CBS TV		60 MINUTES				MURDER, SHE WROTE (R)(SD)				CRAZY LIKE A FOX (R)(SD)				TRAPPER JOHN, M.D. (R)					
	AVERAGE AUDIENCE (Households (000) & %)		{ 13,330 15.7		{ 12,400 14.6		{ 12,570 14.8		{ 13,500 15.9						{ 16.3* 30 *					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		35 14.9	15.1* 15.4	16.2* 16.4	35 * 16.1	14.0* 13.8	30 * 14.2	15.1* 15.4	30 * 14.8	14.1* 14.2	27 * 15.0	15.4* 15.9	28 * 15.1	15.5* 15.8	16.3 16.4				
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 6,080 8.1		{ 11,890 14.0		{ 20,550 24.2													
	NBC TV		PUNKY BREWSTER (R)		SILVER SPOONS (R)		KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE GOING APE									
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,430 6.4		{ 8,830 10.4		{ 10,610 12.5										{ 12.4* 22 *		{ 12.8* 23 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 6.3	6.5 6.8	7.5 7.5	21 8.8	9.5* 10.3	20 * 10.6	11.2* 11.9	22 * 12.3	12.3* 12.2	23 * 12.7	12.7* 12.7	23 * 12.4	12.5 12.7	12.9 12.9				
TV HOUSEHOLDS USING TV																				
(See Def. 1)																				
WK. 1																				
WK. 2																				

TV HOUSEHOLDS USING TV	WK. 1	45.4	47.2	48.0	49.5	51.2	52.6	53.0	53.8	55.0	56.4	57.3	57.6	56.6	54.7	53.4	52.6
(See Def. 1)	WK. 2	43.4	44.5	45.8	46.5	46.4	48.2	50.2	52.0	52.2	54.0	54.9	55.9	55.9	55.8	54.9	54.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 23, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{				3,570 4.2									
	ABC TV						ABC WEEKEND REPORT- SUN.									
	AVERAGE AUDIENCE (Households (000) & %)		{				3,570 4.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				18 4.2									
	TOTAL AUDIENCE (Households (000) & %)		{	11,040 13.0												
	CBS TV						CBS SUN NEWS- OSGOOD SPEC									
	AVERAGE AUDIENCE (Households (000) & %)		{	8,490 10.0												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	22 11.0	8.9											
	TOTAL AUDIENCE (Households (000) & %)		{				1,700 2.0									
	NBC TV						(1) (SUS) (-OP)	G MICHAELS SPORTS MACHINE (11:58-12:13PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{				1,610 1.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				8 2.1	1.9								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				4,160 4.9									
	ABC TV						ABC WEEKEND REPORT- SUN.									
	AVERAGE AUDIENCE (Households (000) & %)		{				3,990 4.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				13 4.7									
	TOTAL AUDIENCE (Households (000) & %)		{	4,920 5.8												
	CBS TV						CBS SUNDAY NEWS- OSGOOD									
	AVERAGE AUDIENCE (Households (000) & %)		{	4,670 5.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	11 5.5												
	TOTAL AUDIENCE (Households (000) & %)		{				1,270 1.5									
	NBC TV						(2) (SUS) (-OP)	G MICHAELS SPORTS MACHINE (11:46-12:01AM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{				1,190 1.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				4 1.4	1.3								

TV HOUSEHOLDS USING TV	WK. 1	48.9	44.9	38.2	33.3	28.2	25.6	21.7	18.4	16.3	14.8	12.9	11.2	9.7	8.1	7.1	6.7
(See Def. 1)	WK. 2	50.0	44.4	38.1	32.8	27.8	24.8	21.6	18.6	16.3	14.2	11.7	10.0	8.7	7.7	7.2	6.3

U.S. TV Households: 84,900,000

(1)NBC NEWS SPL RPT-SUN,NBC,(11:30-11:58PM)

(2)NBC NEWS SPECIAL RPT-SUN,NBC(11:30-11:46PM)

For explanation of symbols, See page A.

EVE.SUN. JUNE 23, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,920 5.8				5,010 5.9									
	ABC TV		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.7				4,250 5.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 4.7	4.7			21 4.9	5.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,060 3.6				3,480 4.1						5,350 6.3		4,920 5.8	
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2								\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,380 2.8				2,800 3.3						4,500 5.3		4,250 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 2.8	2.9			14 3.2	3.3					21 5.0	5.7	19 5.0	5.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,840 5.7				5,010 5.9						4,080 4.8		4,920 5.8	
	NBC TV		← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.6				4,160 4.9						3,400 4.0		4,160 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 4.7	4.6			21 5.0	4.8					16 3.8	4.1	19 4.7	5.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,670 5.5				5,180 6.1								(1) (SUS)	
	ABC TV		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,820 4.5				4,160 4.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 4.4	4.5			21 4.9	4.9								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	2,890 3.4				3,400 4.0						5,260 6.2		4,670 5.5	
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2								\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,290 2.7				2,550 3.0						4,330 5.1		3,990 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 2.7	2.7			13 2.9	3.2					20 4.8	5.3	18 4.6	4.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,920 5.8				5,180 6.1						4,670 5.5		5,770 6.8	
	NBC TV		← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.6				4,250 5.0						3,820 4.5		4,840 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 4.5	4.8			22 5.0	5.0					18 4.2	4.8	22 5.4	5.9
TV HOUSEHOLDS USING TV WK. 1			11.9	14.0	15.4	16.8	18.6	20.0	21.3	22.3	23.4	24.4	24.8	25.1	25.3	25.7
(See Def. 1) WK. 2			11.8	13.7	15.4	17.0	18.4	19.8	20.9	22.0	23.1	24.3	24.7	25.0	25.0	25.5

U.S. TV Households: 84,900,000  
(1) ABC SPECIAL REPORT-10:27A, ABC, (10:27-10:46AM)

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 17-21, 1985



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	2,630 3.1		2,720 3.2		2,970 3.5		4,330 5.1		9,680 11.4				8,910 10.5			
	ABC TV	ALL STAR BLITZ		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	2,120 2.5		2,210 2.6		2,550 3.0		3,740 4.4		7,470 8.8				6,620 7.8			
	SHARE OF AUDIENCE %	10		10		11		15		28				26			
	AVG. AUD. BY ¼ HR. %	2.6	2.4	2.6	2.7	2.8	3.1	4.1	4.6	7.8	8.9	9.5	9.2	7.8	7.7	7.8	7.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	7,130 8.4		8,910 10.5				9,850 11.6				7,130 8.4				5,010 5.9	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	6,030 7.1		7,810 9.2				7,050 8.3	8.1*			5,430 6.4				4,500 5.3	
	SHARE OF AUDIENCE %	27		35				29	29 *	29 *	21	21 *		22 *	18	18	5.4
	AVG. AUD. BY ¼ HR. %	6.8	7.4	8.9	9.5			8.2	8.0	8.6	8.3	6.4	6.3	6.5	6.3	5.3	5.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	7,220 8.5		5,350 6.3		3,820 4.5		3,480 4.1		7,900 9.3				6,280 7.4			
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	6,200 7.3		4,410 5.2		3,230 3.8		2,890 3.4		6,030 7.1	6.8*		7.3*	4,840 5.7	5.8*		5.6*
	SHARE OF AUDIENCE %	28		20		14		12		23	22 *		24 *	19	20 *	19 *	19 *
	AVG. AUD. BY ¼ HR. %	7.1	7.4	5.2	5.3	3.9	3.8	3.3	3.5	6.6	7.1	7.3	7.4	5.8	5.7	5.7	5.5

WEEK 4	TOTAL AUDIENCE (Households (000) & %)	3,140 3.7		2,800 3.3		3,140 3.7		4,250 5.0		9,680 11.4				8,660 10.2			
	ABC TV	ANGIE		ALL STAR BLITZ		RYAN'S HOPE >(OP)		LOVING		ALL MY CHILDREN >(SUS-OP)				ONE LIFE TO LIVE >(SUS-OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	2,550 3.0		2,460 2.9		2,720 3.2		3,650 4.3		7,390 8.7	8.4*		9.1*	6,620 7.8	8.0*		7.8*
	SHARE OF AUDIENCE %	12		11		12		15		28	28 *		29 *	27	27 *		27 *
	AVG. AUD. BY ¼ HR. %	3.1	3.0	2.8	2.8	3.1	3.4	4.0	4.5	8.0	8.8	9.1	8.8	7.9	7.9	7.7	7.8
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	7,050 8.3		9,170 10.8				8,570 10.1				7,130 8.4				5,180 6.1	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS >(OP)		AS THE WORLD TURNS >(SUS-OP)				CAPITOL >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,030 7.1		7,980 9.4				6,540 7.7	7.8*			5,520 6.5				4,670 5.5	
	SHARE OF AUDIENCE %	28		36				27	28 *	27 *	21	21 *		22 *	19	19	5.5
	AVG. AUD. BY ¼ HR. %	6.7	7.4	9.1	9.5			7.3	7.8	7.7	7.8	6.5	6.6	6.6	6.5	5.5	5.5
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	7,300 8.6		5,090 6.0		3,990 4.7		3,310 3.9		7,730 9.1				5,520 6.5			
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES >(SUS-OP)				ANOTHER WORLD >(SUS-OP)(OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	6,200 7.3		4,410 5.2		3,310 3.9		2,720 3.2		5,600 6.6	6.6*		6.7*	4,410 5.2			
	SHARE OF AUDIENCE %	29		20		14		11		21	22 *		22 *	18			
	AVG. AUD. BY ¼ HR. %	7.2	7.4	5.2	5.1	3.7	4.0	3.2	3.3	6.1	7.1	6.8	6.6	5.4			

TV HOUSEHOLDS USING TV WK. 1	25.5	26.1	25.8	26.7	28.0	28.6	29.1	29.8	30.3	31.1	30.8	30.6	29.9	30.1	29.8	30.0
(See Def. 1) WK. 2	25.2	25.8	25.7	26.3	27.7	28.5	28.3	28.9	29.7	30.4	30.4	30.9	30.2	30.1	29.3	29.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 10-14, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		10,020 11.8															9,340 11.0		
	ABC TV		GENERAL HOSPITAL																ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		7,810 9.2															8,070 9.5		
	SHARE OF AUDIENCE %		29	30 *															20	
	AVG. AUD. BY ¼ HR. %		9.0	9.3	9.5	9.2														
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		7,730 9.1					2,380 2.8											10,950 12.9	
	CBS TV		GUIDING LIGHT >(SD)				BODY LANGUAGE										CBS EVENING NEWS-RATHER			
	AVERAGE AUDIENCE (Households (000) & %)		6,030 7.1					1,870 2.2											9,510 11.2	
	SHARE OF AUDIENCE %		23	23 *					7											24
	AVG. AUD. BY ¼ HR. %		6.6	7.0	7.4	7.3	2.2	2.3											11.3 11.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		4,670 5.5															9,680 11.4		
	NBC TV		SANTA BARBARA																NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		3,230 3.8															8,320 9.8		
	SHARE OF AUDIENCE %		12	12 *															21	
	AVG. AUD. BY ¼ HR. %		3.8	3.8	3.8	3.9														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		9,850 11.6															10,020 11.8		
	ABC TV		GENERAL HOSPITAL >(SUS-OP)																ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		7,810 9.2	9.1 *											8,660 10.2					
	SHARE OF AUDIENCE %		30	30 *											21					
	AVG. AUD. BY ¼ HR. %		8.9	9.3	9.4	9.3											10.2 10.2			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		7,130 8.4					2,210 2.6											12,060 14.2	
	CBS TV		GUIDING LIGHT >(SD)				BODY LANGUAGE										CBS EVENING NEWS-RATHER			
	AVERAGE AUDIENCE (Households (000) & %)		5,600 6.6	6.5 *					1,780 2.1											10,440 12.3
	SHARE OF AUDIENCE %		22	22 *					7											26
	AVG. AUD. BY ¼ HR. %		6.3	6.6	6.8	6.8	2.0	2.1											12.3 12.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,160 4.9															9,760 11.5		
	NBC TV		SANTA BARBARA																NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		2,970 3.5	3.4 *											8,410 9.9					
	SHARE OF AUDIENCE %		11	11 *											21					
	AVG. AUD. BY ¼ HR. %		3.4	3.4	3.7	3.4											9.8 10.1			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	30.3	31.4	31.6	31.9	31.0	32.3	32.9	34.3	35.3	37.0	38.3	40.7	43.7	45.5	47.0	47.7		
		WK. 2	30.0	30.9	30.7	31.0	30.1	31.2	31.6	33.3	34.9	37.2	38.5	40.9	44.0	45.8	47.0	47.9		

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 17-21, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 15, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,890 3.4		3,820 4.5		2,460 2.9		3,820 4.5		4,670 5.5		4,580 5.4	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS (9:00-9:03AM) (9:12-9:30AM)		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,950 2.3		3,140 3.7		2,210 2.6		3,060 3.6		4,080 4.8		3,740 4.4	
	SHARE OF AUDIENCE %					17		22		12		15		17		16	
	AVG. AUD. BY ¼ HR.					1.9	2.8	3.5	3.9	3.1	2.4	3.3	3.9	4.8	4.8	4.4	4.3
	TOTAL AUDIENCE (Households (000) & %)					2,120 2.5		3,140 3.7		6,110 7.2		5,600 6.6		5,940 7.0		5,860 6.9	
	CBS TV					BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,440 1.7		2,630 3.1		4,840 5.7		4,580 5.4		4,500 5.3		4,920 5.8	
	SHARE OF AUDIENCE %					13		18		28		23		19		21	
	AVG. AUD. BY ¼ HR.					1.5	1.9	2.7	3.4	5.1	6.2	5.6	5.3	5.1	5.5	5.8	5.8
	TOTAL AUDIENCE (Households (000) & %)					3,060 3.6		3,990 4.7		5,350 6.3		7,220 8.5		8,070 9.5		7,050 8.3	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,380 2.8		3,310 3.9		4,500 5.3		5,690 6.7		6,620 7.8		5,770 6.8	
	SHARE OF AUDIENCE %					21		23		26		28		28		24	
	AVG. AUD. BY ¼ HR.					2.3	3.3	3.7	4.1	5.4	5.3	6.4	7.0	8.1	7.4	6.8	6.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,040 2.4		3,650 4.3		3,650 4.3		3,740 4.4		4,670 5.5		3,820 4.5	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,610 1.9		2,720 3.2		3,060 3.6		3,140 3.7		3,820 4.5		3,310 3.9	
	SHARE OF AUDIENCE %					16		20		18		16		19		16	
	AVG. AUD. BY ¼ HR.					1.6	2.2	2.6	3.7	3.5	3.7	3.5	4.0	4.5	4.5	3.7	4.0
	TOTAL AUDIENCE (Households (000) & %)					2,040 2.4		2,720 3.2		5,600 6.6		5,350 6.3		5,690 6.7		5,940 7.0	
	CBS TV					BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,610 1.9		2,290 2.7		4,250 5.0		4,330 5.1		4,330 5.1		4,920 5.8	
	SHARE OF AUDIENCE %					16		17		25		22		21		23	
	AVG. AUD. BY ¼ HR.					1.6	2.2	2.6	2.9	4.5	5.5	4.9	5.3	4.9	5.3	5.9	5.8
	TOTAL AUDIENCE (Households (000) & %)					3,310 3.9		3,740 4.4		5,180 6.1		7,470 8.8		7,730 9.1		6,710 7.9	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,460 2.9		3,230 3.8		4,250 5.0		6,200 7.3		6,540 7.7		5,430 6.4	
	SHARE OF AUDIENCE %					25		24		25		32		32		25	
	AVG. AUD. BY ¼ HR.					2.5	3.3	3.7	4.0	4.7	5.3	7.1	7.4	8.1	7.3	6.3	6.4
TV HOUSEHOLDS USING TV WK. 1		7.0	8.5	9.9	11.7	13.3	15.8	16.8	19.4	20.7	22.5	24.1	25.9	27.7	28.6	28.6	27.8
(See Def. 1) WK. 2		5.3	6.2	7.7	9.6	12.1	14.9	17.0	19.2	20.6	22.6	23.6	23.8	23.6	23.6	24.1	24.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT. JUNE 22, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 15, 1985

A-20Nielsen

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 3,310 3.9		{ 4,080 4.8		{ 3,820 4.5		{ 4,160 4.9								{ 14,180 16.7	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.3		{ 3,140 3.7		{ 2,720 3.2		{ 2,630 3.1		{ 3.1* 11 *		{ 3.2* 11 *				{ 4,500 5.3	
	SHARE OF AUDIENCE %	{ 12 3.3		{ 14 3.9		{ 11 3.1		{ 11 3.1		{ 11 3.1		{ 11 3.0		{ 3.3		{ 4.2 4.4	
	AVG. AUD. BY ¼ HR. %	{ 3.3 4.0		{ 3.9 3.6		{ 3.3		{ 3.1		{ 3.1		{ 3.0		{ 3.3		{ 4.5 4.4	
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 4,920 5.8		{ 3,480 4.1		{ 3,990 4.7		{ 6,110 7.2						{ 3,650 4.3			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,080 4.8		{ 3,060 3.6		{ 3,480 4.1		{ 3,570 4.2		{ 3.9* 14 *		{ 4.5* 16 *		{ 3,140 3.7		{ 3.6	
	SHARE OF AUDIENCE %	{ 18 5.1		{ 13 3.5		{ 15 4.1		{ 15 4.2		{ 14 3.6		{ 16 4.4		{ 13 4.0		{ 3.6	
	AVG. AUD. BY ¼ HR. %	{ 4.5		{ 3.8		{ 4.0		{ 4.2		{ 3.6		{ 4.4		{ 4.6		{ 4.0	
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 6.5		{ 4,920 5.8		{ 3,820 4.5		{ 3,480 4.1		{ 4,750 5.6		{ 11,040 13.0					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,670 5.5		{ 4,080 4.8		{ 3,400 4.0		{ 2,890 3.4		{ 4,250 5.0		{ 4,920 5.8		{ 5.2* 18 *		{ 5.8* 20 *	
	SHARE OF AUDIENCE %	{ 23 5.6		{ 19 4.7		{ 15 4.1		{ 13 3.2		{ 18 4.9		{ 20 5.1		{ 18 5.5		{ 20 5.9	
	AVG. AUD. BY ¼ HR. %	{ 5.3		{ 5.0		{ 3.8		{ 3.2		{ 3.6		{ 4.9		{ 5.1		{ 5.9	

U.S. OPEN GOLF-SAT.  
(2:00-6:30PM)

POLE POSITION  
(1:30-1:32PM)  
(1:42-2:00PM)

NBC MAJOR LEAGUE BASEBALL  
LOS ANGELES VS HOUSTON  
(1:19-3:33PM)  
(OP)

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,820 4.5		{ 5,350 6.3		{ 4,670 5.5		{ 5,010 5.9								
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE HORSE THAT PLAYED CNTRFLD, PT.2		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,400 4.0		{ 4,080 4.8		{ 4,080 4.8		{ 2,460 2.9		{ 2.8* 11 *		{ 3.1* 12 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 17 4.1		{ 20 4.6		{ 19 4.9		{ 11 2.6		{ 11 2.6		{ 12 3.3				
E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,260 6.2		{ 4,840 5.7		{ 3,480 4.1		{ 5,770 6.8				{ 3,650 4.3				
	CBS TV		CBS STORYBREAK		LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)		SATURDAY SUPERCARDE				POLE POSITION				
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,330 5.1		{ 3,910 4.6		{ 2,800 3.3		{ 3,570 4.2		{ 3.7* 15 *		{ 4.7* 18 *		{ 3,230 3.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 21 5.3		{ 19 4.7		{ 13 3.2		{ 16 3.6		{ 3.7 4.7		{ 4.7 4.7		{ 14 3.8		
E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 4,500 5.3		{ 3,400 4.0		{ 2,800 3.3		{ 2,380 2.8		{ 3,570 4.2		{ 13,500 15.9				
	NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK (2) (+OP)				NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS CHICAGO WHITE SOX ATLANTA VS CINCINNATI (1:20-4:04PM)(4:19-4:47PM)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,820 4.5		{ 2,720 3.2		{ 2,380 2.8		{ 1,700 2.0		{ 3,140 3.7		{ 5,180 6.1		{ 4.8* 18 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 20 4.8		{ 14 3.1		{ 11 2.8		{ 9 1.9		{ 14 3.6		{ 22 3.9		{ 5.5* 21 *		
TV HOUSEHOLDS USING TV (See Def. 1)																	
WK. 1			27.0	26.6	26.7	27.7	28.2	28.5	28.7	29.0	28.5	29.4	29.1	29.0	29.2	29.7	30.0
WK. 2			24.3	23.9	23.7	24.0	25.0	25.8	25.6	26.2	26.2	26.4	26.1	26.8	26.4	26.6	27.0

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:19PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:20PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 22, 1985



		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	4,410 5.2
	ABC TV																	ABC WRLD NWS TONITE-SA(B)
	AVERAGE AUDIENCE (Households (000) & %)																	3,740 4.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	11 4.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	9,080 10.7
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)																	9.0 22
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	8.8 9.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																	15,370 18.1
	NBC TV																	NBC MAJOR LEAGUE GAME-2 CHICAGO WHITE SOX VS CALIFORNIA DETROIT VS N.Y. YANKEES MULTI-SEGMENT TELECAST
	AVERAGE AUDIENCE (Households (000) & %)																	6,110 7.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	6.0* 19 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																	7,900 9.3
	ABC TV																	ABC WRLD NWS TONIGHT-SAT
	AVERAGE AUDIENCE (Households (000) & %)																	6,880 8.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	20 7.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																	7,810 9.2
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)																	6,540 7.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	19 7.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																	5,180 6.1
	NBC TV																	NBC MAJOR LEAGUE GAME-2 N.Y. YANKEES VS DETROIT SAN FRANCISCO VS SAN DIEGO (4:47-6:40PM)(OP)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)																	5,690 6.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	6.7* 20 *
TV HOUSEHOLDS USING TV WK. 1			31.3	31.3	31.1	32.0	32.5	32.9	33.0	33.8	34.6	35.4	36.2	38.0	40.1	40.6	41.5	41.8
(See Def. 1) WK. 2			27.0	27.5	27.9	29.2	30.0	31.0	31.2	32.2	32.1	33.5	34.3	34.8	35.7	38.0	39.1	40.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. JUNE 22, 1985



		NATIONAL TV AUDIENCE ESTIMATES																				
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	ABC TV  ABC SPECIAL REPORT- 7:18A (7:18-7:53AM) (SUS)																				
	(1) (SUS)																					
		TOTAL AUDIENCE (Households (000) & %)											7,810 9.2					4,080 4.8				
		CBS TV											FOR OUR TIMES (SUS)				SUNDAY MORNING				FACE THE NATION	
		AVERAGE AUDIENCE (Households (000) & %)											3,820 4.5	3.8*		4.6*		5.1*	3,310 3.9			
		SHARE OF AUDIENCE %											20	20 *		20 *		20 *	14			
		AVG. AUD. BY ¼ HR. %											3.6	4.1	4.4	4.7	4.8	5.4	4.0	3.8		
		TOTAL AUDIENCE (Households (000) & %)																				
		NBC TV																				
		AVERAGE AUDIENCE (Households (000) & %)																				
		SHARE OF AUDIENCE %																				
		AVG. AUD. BY ¼ HR. %																				

TOTAL AUDIENCE (Households (000) & %)																		
W	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
E	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
2	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.6	6.8	8.1	10.1	12.7	14.8	16.6	17.8	19.9	21.3	23.0	24.7	26.3	27.2	27.3	27.5
		WK. 2	5.0	5.7	7.0	8.7	11.6	13.5	15.5	16.7	18.3	20.2	21.9	22.8	23.0	22.7	23.1	23.4

U.S. TV Households: 84,900,000  
(1)ABC SPECIAL REPORT-9:00A,ABC,(9:00-9:19AM)

For explanation of symbols, See page A.

DAY SUN. JUNE 23, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,940 7.0				1,440 1.7						16,300 19.2			
	ABC TV			THIS WEEK-DAVID BRINKLEY					SPORTSBEAT		(1) (SUS)			U.S. OPEN GOLF-SUN. (2:00-6:34PM)			
	AVERAGE AUDIENCE (Households (000) & %)			3,650 4.3				1,190 1.4						6,200 7.3	5.5*		5.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 2.9	12 *	4.8	5.0* 17 *	5 1.4	1.3					21 5.3	17 *	5.8	5.7
E K 1	TOTAL AUDIENCE (Households (000) & %)									10,530 12.4							
	CBS TV									MICHIGAN 400 (1:00-4:04PM)(4:18-4:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)									3,820 4.5	3.7*		4.4*		4.8*		4.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									14 3.5	12 *	4.3	15 *	4.7	15 *	4.5	13 *
E K 1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV									NBC NEWS SP RPT SU-12:30P (SUS)		RELIGIOUS SERIES (SUS)				NBC NEWS SP RPT SU-2:30P (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,860 6.9											7,730 9.1		
	ABC TV			THIS WEEK-DAVID BRINKLEY											USFL FOOTBALL BIRMINGHAM VS NEW JERSEY (2:31-5:37PM)		
	AVERAGE AUDIENCE (Households (000) & %)			3,400 4.0	3.7*		4.3*								3,060 3.6	2.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 3.5	14 *	4.3	16 *	4.4							11 2.1	7 *	2.4
E K 2	TOTAL AUDIENCE (Households (000) & %)									8,070 9.5							
	CBS TV									DETROIT GRAND PRIX (1:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)									2,630 3.1	3.1*		2.8*		3.5*		3.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									11 3.2	12 *	2.9	10 *	2.7	12 *	3.2	11 *
E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV									MEET THE PRESS		WIMBLEDON TENNIS PREVIEW				MEET THE PRESS SPECIAL	
	AVERAGE AUDIENCE (Households (000) & %)									2,800 3.3			2,970 3.5		3,400 4.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									10 2.6	13	3.5*	13 *	3.5	14	4.1	

TV HOUSEHOLDS USING TV WK. 1	28.5	29.6	30.4	30.3	29.6	29.7	29.5	30.7	30.5	30.8	30.2	31.3	31.2	32.1	32.2	32.4
(See Def. 1) WK. 2	24.6	25.1	25.4	25.5	25.6	25.9	25.7	26.5	26.5	26.9	27.6	28.1	29.0	29.7	28.9	29.6

U.S. TV Households: 84,900,000

(1) ABC SPECIAL REPORT-1:00P, ABC, (1:00-1:14PM)

For explanation of symbols, See page A.

DAY SUN. JUNE 23, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																3,060 3.6
	ABC TV																	ABC WRLD NWS TONITE SU(8) (6:34-7:00PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{																2,630 3.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	6.1	6.2* 19 *	6.7	6.8* 19 *	6.7	6.8* 19 *	7.4	7.6* 21 *	8.3	8.4* 23 *	9.1	9.3* 25 *	9.8	9.6* 24 *	2.9	3.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							5,860 6.9				4,840 5.7		8,240 9.7			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	4.3	4.5* 14 *	5.1	5.1* 14 *	4.5	4.1* 11 *	3,230 3.8	3.7* 10 *	3.8	3.8* 10 *	3,650 4.3	4.7	6,710 7.9	8.4		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{							6,710 7.9									7,560 8.9
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							3,140 3.7	3.4* 9 *	3.8	3.9* 10 *	3.9	3.7* 10 *			6,280 7.4	7.7

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{																6,110 7.2
	ABC TV																	ABC WRLD NWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																5,260 6.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	2.8	3.0* 10 *	3.2	3.3* 11 *	3.3	3.5* 11 *	4.2	4.4* 13 *	4.7	4.8* 14 *	4.9				6.1	6.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{													7,470 8.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	3.3	2.9* 9 *	2.3	2.5* 8 *	2.7	3.0* 10 *	3.6	3.9* 12 *	4.1	4.2* 13 *	5.1	5.5* 16 *	7.0	7.9		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{																7,470 8.8
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															6,450 7.6	7.8
TV HOUSEHOLDS USING TV		WK. 1	32.8	34.0	34.4	35.5	35.9	36.7	36.5	36.9	37.9	38.4	38.4	38.9	40.4	42.3	42.4	43.8
(See Def. 1)		WK. 2	30.3	31.1	30.5	31.1	31.1	31.6	32.7	33.1	33.8	35.4	35.8	36.8	40.3	41.5	41.7	42.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-10.46PM	+GRID 10.45	16,470	19.4	7,390	8.7	15	2.2		8,150	9.6	8,150	9.6	18	9.6	
							9.5*	15*									
ABC ABC NEWSBRIEF-MON	1	8.03- 8.04PM	8.00	6,200	7.3	6,200	7.3	14	7.3								
	2	8.07- 8.08PM	8.00														
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,850	11.6	9,850	11.6	18	11.6		7,640	9.0	7,640	9.0	14	9.0	
NBC NBC CONF. ANALYSIS(SUS)	2	8.36- 8.46PM	8.30														
NBC REMINGTON STEELE	2	10.30-11.30PM	+GRID 11.00 11.15							16,900	19.9	12,230	14.4	26	14.8 13.6		
												14.2*	27*				
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	6,880	8.1	6,880	8.1	14	8.1		7,470	8.8	7,470	8.8	16	8.8	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	8,320	9.8	8,320	9.8	16	9.8		8,070	9.5	8,070	9.5	16	9.5	
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
	2	8.56- 8.57PM	8.45														

EVENING THURSDAY														
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	8,660	10.2	8,660	10.2	17	10.2	10,440	12.3	10,440	12.3	20
EVENING FRIDAY														
ABC ABC BUSINESS BRIEF-FRI	2	8.13- 8.15PM	8.00							8,320	9.8	8,150	9.6	21
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,390	8.7	7,390	8.7	16	8.7	7,730	9.1	7,730	9.1	17
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.29- 8.31PM	8.15											
CBS AMERICAN PORTRAIT,SUS(SUS)	2	8.58- 8.59PM	8.45											
EVENING SATURDAY														
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	8,150	9.6	8,150	9.6	20	9.6	7,470	8.8	7,470	8.8	19
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	8,070	9.5	8,070	9.5	18	9.5	7,980	9.4	7,980	9.4	18
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	7,050	8.3	7,050	8.3	17	8.3	6,280	7.4	6,280	7.4	16
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	8,320	9.8	8,320	9.8	19	9.8	6,540	7.7	6,540	7.7	15
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,320	9.8	8,320	9.8	20	9.8	5,520	6.5	5,520	6.5	14
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45							7,220	8.5	7,220	8.5	16
NBC NBC NEWS SPL RPT-SAT(SUS)	1	11.30-11.43PM	11.30											
EVENING SUNDAY														
ABC ABC SPORTS UPDATE-SUN	2	8.58- 8.59PM	8.45							6,880	8.1	6,880	8.1	16
	1	9.13- 9.14PM	9.00	7,220	8.5	7,220	8.5	15	8.5					
ABC ABC NEWSBRIEF-SUN.	2	9.55- 9.56PM	9.45							8,490	10.0	8,490	10.0	18
	1	10.01-10.02PM	10.00	6,880	8.1	6,880	8.1	14	8.1					
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	10,530	12.4	10,530	12.4	23	12.4	11,720	13.8	11,720	13.8	27



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	11,460	13.5	11,460	13.5	23	13.5			11,290	13.3	11,290	13.3	24	13.3		
NBC NBC NEWS DIGEST-SUN.		8.58- 8.59PM	8.45	9,000	10.6	9,000	10.6	20	10.6			7,980	9.4	7,980	9.4	18	9.4		
NBC NBC NEWS DIGEST-2-SUN.	1	9.54- 9.55PM	9.45	8,570	10.1	8,570	10.1	18	10.1										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	5,600	6.6	4,670	5.5	14	6.2	TU-F		7,300	8.6	5,860	6.9	18	7.6	TU-F	
							5.4*	14*	4.9	TU-F							6.4	TU-F	
									5.1	TU & F							4.9	W-F	
ABC ABC NEWS:NIGHTLINE-MON		11.30-12.00MD	11.30 11.45	6,450	7.6	5,350	6.3	17	6.8	MON.		8,070	9.5	6,620	7.8	20	7.8	MON.	
									5.8	MON.							7.7	MON.	
ABC U.S. OPEN GOLF-THU(S)	1	11.30-11.45PM	11.30	4,080	4.8	4,160	4.9	13	4.9	THU.									
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.16AM	12.00 12.15	3,060	3.6	2,890	3.4	12	3.4	THU.									
									2.9	THU.									
ABC ABC ROCKS	2	12.01-12.32AM	12.00 12.15 12.30									2,550	3.0	1,780	2.1	6	2.4	FRI.	
																	1.8	FRI.	
																	1.8	FRI.	
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,610	1.9	1,360	1.6	6	1.7	M-TH		1,780	2.1	1,530	1.8	6	2.0	M-TH	
									1.6	M-TH							1.6	M-TH	
									1.6	M-TH							1.5	M-TH	

ABC U.S. OPEN GOLF-FRI(S)	1	12.05-12.34AM	12.45 12.00 12.15 12.30	3,650	4.3	3,060	3.6	12	4.1	M-TH									
									3.4	FRI.									
ABC ABC SPECIAL REPORT-2:30AM(S)	1	2.30- 3.03AM	2.30 2.45 3.00	850	1.0	680	.8	6	.9	FRI.									
									.8	FRI.									
									.7	FRI.									
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	8,150	9.6	8,150	9.6	16	9.6	TU&TH		10,020	11.8	9,760	11.5	21	11.7	MTUTH	
CBS NEWSBREAK-M-F	2	>	8.45																
			9.45	9,080	10.7	9,080	10.7	18	10.5	M-F		10,020	11.8	10,020	11.8	20	11.8	M-F	
			10.00						11.3	THU.									
CBS CBS NEWS SP RPT-FRI(SUS)	1	11.30-11.59PM	11.30							FRI.									
CBS CBS NEWS SP RPT-THU(S)	2	11.30-12.01AM	11.30 11.45 12.00									7,810	9.2	6,450	7.6	20	8.0	THU.	
																	7.4	THU.	
																	6.6	THU.	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45	6,960	8.2	4,500	5.3	17	6.3	M-F		6,960	8.2	4,670	5.5	18	6.3	M-F	
							6.1*	16*	5.4	M-F					6.1*	16*	5.9	MTUWF	
									5.4	M-F							5.6	M-F	
							5.2*	18*	5.1	M-F					5.5*	19*	5.4	M-F	
									4.7	M-F							5.0	M-F	
							4.1*	17*	3.1	M-F					4.6*	21*	3.9	M-F	
							3.0*	15*	3.0	FRI.					3.5*	20*	3.5	THU.	
CBS LATE MOVIE II		VARIOUS TIMES	(SUS) 12.30 12.45 1.00	3,400	4.0	2,630	3.1	17	3.8	M-F		3,570	4.2	2,630	3.1	17	4.0	M-F	
							3.5*	16*	3.3	M-TH					3.6*	17*	3.5	MTUWF	
									3.1	M-F							3.0	M-F	
CONT'D																			

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
CBS LATE MOVIE II-CONT'D				1.15				3.0*	18*	2.9	M-F				3.0*	18*	2.9	M-F
				1.30						2.9	M & F						2.2	THU.
				1.45				2.5*	16*	2.3	M & F				2.1*	16*	2.0	THU.
				VARIOUS TIMES (SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,100	1.3	1,020	1.2	13	1.2	M-THSU	850	1.0	760	.9	9	1.0	M-WSU	
			2.15						1.1	M-THSU						.8	M-WSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,100	1.3	930	1.1	15	1.2	M-THSU	1,100	1.3	930	1.1	14	1.1	M-THSU	
			2.45						1.1	M-THSU						1.0	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,610	1.9	850	1.0	21	1.2	M-THSU	1,610	1.9	680	.8	17	1.1	M-THSU	
			3.15				1.1*	18*	1.1	M-THSU				1.0*	16*	1.0	M-THSU	
			3.30						1.0	M-THSU						1.0	M-THSU	
			3.45					1.0*	19*	1.0	M-THSU				1.0*	18*	1.0	M-THSU
			4.00						1.0	M-THSU						.9	M-THSU	
			4.15					1.0*	22*	1.0	M-THSU				.9*	18*	.9	M-THSU
			4.30						.9	M-THSU					.7*	16*	.8	M-THSU
			4.45					.9*	21*	.9	M-THSU				.6*	15*	.6	M-THSU
			5.00						.9	M-THSU						.6	M-THSU	
			5.15					.9*	22*	.9	M-THSU					.7	M-THSU	
			5.30					.9*	23*	.9	M-THSU				.7*	18*	.8	M-THSU
			5.45															

NBC NBC NEWS DIGEST-M-F	8.58- 8.59PM	8.45 9.15	9,080 10.7	9,080 10.7 19	10.7	M-F	8,570 10.1	8,570 10.1 18	10.1 9.9	M-F TUE.
NBC NBC NEWS DIGEST-2-M-F	>	9.45 10.15	8,740 10.3	8,740 10.3 17	10.3	MW	9,850 11.6	10,190 12.0 20	9.6 13.2	TU&TH TUE.
NBC NBC NEWS SPECIAL RPT-MON(SUS)	2 11.30-11.44PM	11.30								MON.
NBC NBC NEWS SPECIAL RPT-THU(SUS)	2 11.30-11.45PM	11.30								THU.
NBC NBC NEWS SPL RPT-FRI(SUS)	1 11.30-11.45PM	11.30				FRI.				
NBC TONIGHT SHOW	>	11.30 11.45 12.00 12.15 12.30 12.45	10,700 12.6	6,450 7.6 23 8.4* 23*	9.0 7.9 7.1 6.5 7.6	M-F M-F M-F M-F FRI.	9,340 11.0	5,690 6.7 22 7.6* 20*	8.1 7.4 7.0 6.6 5.5 4.8	M-F M-WTHF M-F M-F M-TH M-TH
NBC DAVID LETTERMAN I	1 12.30- 1.00AM	12.30	4,580 5.4	3,820 4.5 21	4.7	M-TH	3,740 4.4	3,140 3.7 20	4.2	M-TH
	2 >	12.30 12.45 1.00 1.15			4.2	M-TH			3.8 3.5 3.3	M-WTH M-TH M-TH
NBC FRIDAY NIGHT VIDEOS	2 12.30- 2.00AM	12.30				FRI.	5,690 6.7	2,720 3.2 16	5.0	FRI.
	1 12.45- 2.15AM	12.45 1.00 1.15 1.30 1.45 2.00	5,010 5.9	2,630 3.1 18 3.4* 18*	4.5 3.6 3.1 2.8 2.5 2.2	FRI. FRI. FRI. FRI. FRI. FRI.		4.4* 18* 3.0* 15* 2.2* 15*	3.8 3.2 2.8 2.4 2.0	FRI. FRI. FRI. FRI. FRI.
NBC DAVID LETTERMAN II CONT'D	1 1.00- 1.30AM	1.00	3,400 4.0	2,720 3.2 19	3.6	M-TH				

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN [I-CONT'D]	2	>	1.00 1.15 1.30 1.45						2.9	M-TH		2,630	3.1	2,210	2.6	18	3.0 2.7 2.5 2.3	M-TH M-TH M-TH M-TH	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,530	1.8	1,440	1.7	21	1.7	M-F		1,700	2.0	1,610	1.9	22	1.9	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,380	2.8	2,210	2.6	21	2.6	M-F		2,120	2.5	1,950	2.3	19	2.3	M-F	
ABC GOOD MORN AMER-WED-730(B)	2	7.30- 7.46AM	7.30 7.45									3,820	4.5	3,480	4.1	22	4.1 4.1	WED. WED.	
ABC ABC SPECIAL REPORT-10:27A(SUS)	2	10.27-10.46AM	10.15									1,870	2.2	1,950	2.3	8	2.3	THU.	
ABC RYAN'S HOPE-THU(B)	2	12.15-12.30PM	12.15															THU.	
ABC ABC SPECIAL REPORT-1:49P(SUS)	2	1.49- 2.02PM	1.45															THU.	
ABC ABC SPECIAL REPORT-2:14P(SUS)	2	2.14- 2.38PM	2.00															THU.	
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	7,130	8.4	7,130	8.4	29	8.4	M-F		7,220	8.5	7,130	8.4	29	8.4	MTUWF	
ABC ABC SPECIAL REPORT-2:55P(SUS)	2	2.55- 3.19PM	2.45															THU.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,610	1.9	1,270	1.5	17	1.4 1.6	M-F M-F		1,780	2.1	1,440	1.7	20	1.5 1.8	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,370	7.5	6,110	7.2	27	7.2	M-F		6,540	7.7	6,200	7.3	28	7.3	M-F	

CBS YOUNG AND RESTLESS-THU(B)	2	12.35- 1.11PM	12.30 12.45 1.00									7,560	8.9	5,260	6.2 6.3* 6.0*	23 23* 22*	7.6 5.4 6.0	THU. THU. THU.	
CBS CBS NEWS SPEC RPT(SUS)	2	2.05- 2.41PM	2.00															THU.	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,430	6.4	5,180	6.1	19	6.1	M-F		5,180	6.1	5,010	5.9	19	5.9	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,720	3.2	1,870	2.2	20	1.8 2.6	M-F M-F		2,720	3.2	1,870	2.2	20	1.9 2.6	M-F M-F	
NBC NBC NEWS SPL RPT-1:55PM(SUS)	2	1.55- 2.45PM	1.45															THU.	
NBC ANOTHER WORLD	2	>	-GRID 2.15 2.30 2.45									5,520	6.5	4,410	5.2	18		M-F MTUWF	
NBC ANOTHER WORLD(B)	2	2.15- 2.45PM	2.15 2.30									1,780	2.1	1,530	1.8	6	5.1* 5.0	M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,990	4.7	3,990	4.7	16	4.7	MWF		3,570	4.2	3,570	4.2	15	4.2	MWF	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,230	3.8	2,800	3.3	23	3.3			2,380	2.8	1,950	2.3	18	2.3		
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	3,650	4.3	3,400	4.0	16	4.0			3,990	4.7	3,480	4.1	17	4.1		
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,500	5.3	4,160	4.9	17	4.9			4,080	4.8	3,570	4.2	17	4.2		
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	3,650	4.3	3,230	3.8	14	3.8			3,570	4.2	3,140	3.7	16	3.7		
ABC ABC SPECIAL REPORT-4:13P(SUS)	2	4.13- 4.24PM	4.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,780	2.1	1,610	1.9	13	1.9			1,950	2.3	1,870	2.2	17	2.2		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,060	3.6	2,890	3.4	19	3.4			3,140	3.7	2,630	3.1	18	3.1		

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,410	5.2	4,160	4.9	20	4.9		4,330	5.1	4,080	4.8	20	4.8	
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								3,820	4.5	3,480	4.1	17	4.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,820	4.5	3,400	4.0	14	4.0		2,630	3.1	2,460	2.9	12	2.9	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,890	3.4	2,890	3.4	23	3.4		3,310	3.9	3,140	3.7	29	3.7	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,650	4.3	3,480	4.1	23	4.1		3,740	4.4	3,570	4.2	25	4.2	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,110	7.2	5,940	7.0	25	7.0		5,770	6.8	5,690	6.7	28	6.7	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,030	7.1	5,690	6.7	24	6.7		5,350	6.3	5,090	6.0	24	6.0	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,480	4.1	3,310	3.9	14	3.9		2,380	2.8	2,380	2.8	11	2.8	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.19PM	→GRID	4,750	5.6	4,250	5.0	18			3,570	4.2	3,140	3.7	14		
	2	1.00- 1.20PM	→GRID 1.15						5.4							3.7	
NBC NBC MAJOR LEAGUE BASEBALL	2	1.20- 4.04PM	→GRID								13,500	15.9	5,180	6.1	22		
	2	4.19- 4.47PM													7.1*	23*	6.6
			4.45														
NBC NBC NEWS SPL RPT-SAT-4:04(SUS)	2	4.04- 4.19PM	4.00														
NBC NBC MAJOR LEAGUE GAME-2	2	4.47- 6.40PM	→GRID 6.30								11,040	13.0	5,690	6.7 6.0*	21 17*		6.0

## DAY SUNDAY

ABC U.S. OPEN GOLF-SUN.(S)

1 2.00- 6.34PM -GRID  
6.30

16,300 19.2 6,200 7.3 21

7.5

ABC USFL FOOTBALL

2 2.31- 5.37PM -GRID  
5.307,730 9.1 3,060 3.6 11  
4.4\* 13\* 4.4